

DAFTAR TABEL

Tabel I. 1 Kesamaan Fasilitas Antar Pesaing Sekitar.....	3
Tabel I. 2 Kekurangan Fasilitas Antar Pesaing Sekitar.....	5
Tabel I. 3 Alternatif Solusi	8
Tabel II. 1 Matriks SWOT.....	19
Tabel III. 1 Pengumpulan Data.....	26
Tabel IV. 1 Spesifikasi Rancangan	30
Tabel IV. 2 Standar Perancangan	31
Tabel IV. 3 Daftar Pertanyaan dan Jawaban Wawancara	32
Tabel IV. 4 Daftar Pertanyaan Customer Profile	35
Tabel IV. 5 Hasil Customer Jobs terpilih.....	36
Tabel IV. 6 <i>Customer Gains</i>	38
Tabel IV. 7 <i>Customer Pain</i> Terpilih	40
Tabel IV. 8 <i>Customer Jobs</i>	40
Tabel IV. 9 <i>Customer Gains</i>	41
Tabel IV. 10 <i>Customer Pain</i>	41
Tabel IV. 11 <i>Market Forces</i>	45
Tabel IV. 12 <i>Industry Forces</i>	46
Tabel IV. 13 <i>Key Trends</i>	47
Tabel IV. 14 <i>Macroeconomic Forces</i>	48
Tabel IV. 15 Analisis SWOT <i>Customer Interface</i>	50
Tabel IV. 16 Analisis SWOT <i>Value Proposition</i>	52
Tabel IV. 17 Analisis SWOT <i>Company Infrastructure</i>	52
Tabel IV. 18 Matriks TOWS <i>Value Propostition</i>	55
Tabel IV. 19 Usulan Strategi <i>Value Proposition</i>	55
Tabel IV. 20 Matriks TOWS <i>Infrastructure</i>	56
Tabel IV. 21 Usulan Strategi <i>Infrastructure</i>	58
Tabel IV. 22 Matriks TOWS <i>Customer Interface</i>	58
Tabel IV. 23 Usulan Strategi <i>Customer Interface</i>	59
Tabel IV. 24 Keseluruhan Usulan Strategi	61
Tabel IV. 25 <i>Pain Relievers</i>	65
Tabel IV. 26 <i>Gain Creators</i>	65

Tabel IV. 27 <i>Products and Services</i>	65
Tabel IV. 28 Analisis Usulan Model Bisnis.....	67
Tabel V. 1 Validasi Hasil Rancangan	74